



German Historical Institute
1607 New Hampshire Ave. NW, Washington DC

Conference

Translating Potential into Profits:

Foreign Multinationals in Emerging Markets since the 19th Century

November 2 – 3, 2012

Conveners: Christina Lubinski (GHI Washington), Matthias Kipping (Schulich School of Business, University of Toronto)

Friday, November 2, 2012

10:45 – 11:00 am

Welcome and Introduction

Hartmut Berghoff (GHI, Director)
Christina Lubinski
Matthias Kipping

Part I: Multinationals in Emerging Economies in Historical Perspective

11:00 am – 12:30 pm

Session 1: Overview and Periodization

Chair: Jessica Csoma (GHI)

Geoffrey Jones (Harvard)

Multinational Strategies and Developing Countries in Historical Perspective

Terry Ozawa (Columbia University/Colorado State)

The Changing Nature of Multinationals' Operations in the Emerging World and their Impacts on Host and Home Countries

12:30 – 1:30 pm

Lunch Break (Sandwich lunch at the GHI)

1:30 – 3:30 pm

Session 2: Organizational Choices and Foreign Direct Investments

Chair: Jan Logemann

Peter Buckley, Adam Cross and Sierk Horn (Leeds)
Japanese Production Networks in India: Spatial Distribution, Agglomeration and Industry Effects

Andrea Lluch and Norma Lanciotti (CONICET Buenos Aires)
Foreign Multinationals in Emerging Markets: the Argentinean case (c. 1914-1960)

Bram Bouwens and Keetie Sluyterman (Utrecht)
From Colonial Empires to Developing Countries and on to Emerging Economies: the International Expansion of the Dutch Brewery Heineken, 1930-2010

3:30 – 4:00 pm

Coffee Break

Part II: Challenges for Multinationals in Emerging Economies

4:00 – 6:00 pm

Session 3: The Challenge of Weak Institutions

Chair: Christina Lubinski

Marcello Bucheli and Erica Salvaj (Illinois)
Multinational Corporations, Public Utilities, and Globalization: A Comparison of the Operations of US and Spanish Multinationals in the Chilean Telecommunications Sector, 1958-2005

Pao Kao, Martin Johanson, and William Redekop (Uppsala)
How do Market-Leading Foreign Subsidiaries in China Overcome Changes in Laws and Regulations and Sustain Their Success? – Cases of Swedish Manufacturing Firms

Fabio Lavista (Bocconi)
Widening a tight domestic market: Pirelli's finance relationships and direct investments in Latin American, 1901-1945

8:00 pm

Dinner

Rosemary's Thyme Bistro
1801 18th St., NW
Washington, DC 20009
Tel.: (202) 332-3200

Saturday, November 3

8:30 – 10:00 am

Session 4: The Challenge of Nationalism

Chair: Matthias Kipping

Takafumi Kurosawa and Pierre-Yves Donzé (Kyoto)
Nestlé Coping with Japanese Nationalism: The Establishment and Maintenance Strategy of a Foreign Multinational Enterprise in Japan, 1913 – 1945

Christina Lubinski (GHI)
Don't send your money beyond the seas: Western Gramophone Companies in Bengal and the Challenge of Indian Nationalism, 1900 – 1939

10:00 – 10:30 am

Coffee Break

10:30 am – 12:30 pm

Session 5: The Challenge of Decolonization

Chair: Atiba Pertilla (GHI)

Stephanie Decker (Birmingham)
British Multinationals in West Africa: Re-gaining Organizational Legitimacy after the End of Empire

Espen Storli (Trondheim)
Commodity Trading and Decolonization

Adrian E. Tschoegl (Wharton)
Belgolaise: The life-cycle of a colonial bank

12:30 – 2:00 pm

Lunch (nearby restaurants)

Part III: Consequences for Host Countries

2:00 – 3:30 pm

Session 6: Multinationals and Technology Transfer

Chair: Christina Lubinski

Elisabeth Koll (HBS)
Selling Industrialization and Technological Progress: Foreign Multinationals in China's post – 1895 Emerging Market

David Pretel and Nadia Fernández de Pinedo (Cambridge)
Trading Innovation in Cuba: a study of Derosne & Cail, 1812 – 1898

3:30 – 4:00 pm

Coffee Break

4:00 – 5:30 pm

Session 7: Multinationals and the Local Business Community
Chair: Matthias Kipping

Graham D. Taylor (Trent, Canada)
Canadians in the Tropics: Imperial Oil in Latin America 1914 – 1948

Rafael Castro, Adoración Alvaro-Moya, and Nuria Puig (Madrid)
Understanding the Interplay Between Foreign Multinationals and Local Talent: Three Multinational Firms in Europe's California (Spain, 1880 – 1975)

5:30 – 6:00 pm

Concluding discussion